MTC TravInfo® Contractor

511 Reporting Requirements (Final)

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Task 4.3.2.1

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6/1/2004	Russ Elovitz		Responded to Comments
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7/27/06	Russ Elovitz	I-Cheng Ma	Updated based on changed requirements
2/18/2014	Derrick Fesler	Alysha Nachtigal	Added Parking Requirements

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511 REPORTING REQUIREMENTS

1   OVERALL REQUIREMENTS

1.1   The reporting extract process will run daily and store raw call data from the previous day in a reporting database.

1.2   The extract process will be configured to complete before 7am.

1.3   Data from the extract process will be available for reporting via an Internet-based reporting tool by noon the following day. The only possible exception to this is the traffic web site. It has not been determined if the traffic web site data will be included along with the 511 phone data. If it is to be included, the availability of traffic web site reporting shall be based on the timing of the delivery of data from the traffic web site. Traffic web site data will be available, however, on WebTrends by noon the following day.

1.4   All delivered reports will have headers indicating the name and the date range of the report. Reports downloaded from the Internet-based reporting tool into Excel will not have the name or reporting date range.

1.5   All reports will use the same definitions, logic, and terminology, regardless of the time period.

1.6   All reports will include totals where appropriate. Due to the limitations of the reporting tool, the reports downloaded from the web site will not include totals.

1.7   The following reports shall be available on a weekly basis:

- Access Type Report
- Agency City Report
- Agency Report
- Agency Submenu Report
- Airport Report
- All Nighter Report
- Alternate Transportation Report
- Area Code Report
- Driving Times Location Report
- Driving Times Refine Points Report
- Driving Times Top 10 Trips Report
- General Report
- Menu Report
- NextBus Route Request Report
- NVP Lite Agency Report
- Parking Report
- Shortcut Report
- Time Frame Report
- Traffic Conditions Location Report

- Web Reports
- Weekly Summary Report

These reports will be created on a weekly basis and e-mailed to all interested parties. The reports will be created on Mondays, and will include calls made on the previous Monday through the following Sunday (the day before the reports are generated). Reports are available on the web on an as-needed basis.

1.8   The following reports shall be available on a monthly basis:

- General Monthly Report
- Monthly ANI Report
- Monthly ANI Report since 01/01/2003
- Monthly Menu Report
- Monthly Usage Report

These reports will be created on a monthly basis and e-mailed to all interested parties

2   WEEKLY REPORTS

2.1   ACCESS TYPE REPORT

2.1.1   The Access Type Report will be entitled Access Type Report on the first line of the report, the report date range and the number of calls for the time period will be reported before the remaining report content.

2.1.2   This report will contain one line for each category. The categories are determined via a purchased database which categorizes ANIs by the first three or four digits of a phone number. The categories are:

- **Calls with ANI**
- **Calls Without ANI**
- **Landline Calls**
- **Cellular Calls**
- Calls with **Unidentified ANIs.** An unidentified ANI is defined as a call with an ANI that cannot be classified by the database.

2.1.3   Each line shall contain:

- **Item**
- The **Number Of Calls** in the category
- The **Percentage Of Calls** out of all calls
- The **Average Call Length** in minutes rounded to 2 decimal points.

2.2   AGENCY CITY REPORT

2.2.1   The Agency City report will be entitled Agency City Report on the first line of the report. The report date range and total calls will be reported before the remaining report content.

2.2.2   The Agency City Report will contain the following:

- **City Name**

- **County Name**

- **Number Of Requests**

- **Percentage Of Requests** for the city out of all of the requests for cities

2.2.3   The Agency City Report will contain a total line with the following information:

- Total number of requests for all cities.

- The percentage of all requests for all cities. By definition this will always be 100%.

2.3   AGENCY REPORT

2.3.1   The Agency report will be entitled Agency Report on the first line of the report. The report date range and total calls will be reported before the remaining report content.

2.3.2   The Agency Report will contain three sections. Transit Agencies, Paratransit Agencies, and callers that said "I don't know" when asked for an agency.

2.3.3   The Agency Report will contain a listing of each agency that was accessed during the reporting time period. There will be no lines for agencies that were not accessed during the reporting period.

2.3.4   Each agency line shall contain:

- The **Agency Name**

- The **Number Of Requests** that accessed the agency. This shall include all requests that accessed the agency whether they were accessed from the main agency menu or through a shortcut. Each agency with shortcut access will have parentheses (include shortcuts) after the agency to indicate this.

- The **Percentage Of Requests** for all agencies that accessed the listed agency.

- The number of calls for the listed agency that transferred to the listed agency phone numbers (**Number of Transfers)**. For agencies that offer transfers from submenus, this number will match the total number of transfers for the agency on the Agency Submenu report.

- The percentage of all requests for the listed agency that transferred to the agency phone numbers (**Percentage of Transfers**).

- Each section

2.3.5   The report will contain a total line that will contain the following:

- The total of all requests that accessed agencies.

- The percentage of total requests to all agencies. By definition this will always be 100%.

- The number of requests to all agencies that transferred to agency phone numbers.

2.4   AGENCY SUBMENU REPORT

2.3.6   The Agency Submenu report will be entitled Agency Submenu Report on the first line of the report. The report date range and total calls will be reported before the remaining report content. shall contain a total line with the following

- The total of all requests that accessed agencies

- The Percentage of all requests to all agencies in the section.

2.4.1 The number of requests to all agencies that transferred to agency phone numbers.

2.4.2 The Agency Submenu Report will contain a listing of each agency that has submenus, and contain one line for each submenu item. Only those agencies that had requests for the reporting time period will be included in the report.

2.4.3 Each submenu line will contain:

- The **Agency Name**

- The **SubMenu Name**

- The **Number Of Requests** that accessed the submenu for the agency

- The **Percentage Of** all **Requests** for the associated agency that accessed the submenu

- The **Percentage Of Total Requests** for this submenu to all requests to all agencies with submenus

- The number of all requests for the associated agency that accessed the menu AND transferred to the associated phone number. Because some menu options do not offer the option to transfer, some menu items will never have any transferred requests. (**Number of Transfers**)

- Percentage of calls that were transferred out of the total calls that were transferred for the agency (**Percentage of Transfers**)

2.4.4 Each agency will have a total line containing:

- The number of requests for all agency submenus. Because one call can access multiple submenus, the total of the requests can be more than the number of calls for the agency.

- The percentage of all requests to the associated agency that accessed all of the submenus. By definition this will always be 100%.

- The number of calls to the associated agency that transferred to menu phone numbers. Because one call cannot be transferred multiple times, the total of the transfers can never be more than the number of calls for the agency.

2.4.5 The report will contain a grand total line that will contain the following:

- The total of all requests that accessed agency submenus

- The percentage of all requests for this submenu to all submenu requests for all agencies. By definition this will always be 100%.

- The number of requests to total agencies with menus that transferred to submenu phone numbers. Because one call cannot be transferred multiple times, the total of the transfers can never be more than the total number of calls.

2.5 AIRPORT REPORT

2.5.1 The Airport report will be entitled Airport Report on the first line of the report, the report date range and the number of calls for the time period will be reported before the remaining report content.

2.5.2 The Airport Report will contain a listing of each airport, and contain one line for each submenu item that had requests in the reporting period. The Sacramento Airport will be included in the report even though there are no submenus associated with the airport.

2.5.3 Each submenu line shall contain:

- The **Airport Name**

- The **SubMenu Name**. The Sacramento airport will not have submenu names.

- The **Number Of Requests** that accessed the submenu for the airport

- The **Percentage Of Requests** out of all requests for the associated airport that accessed the submenu

- The percentage of requests for this submenu out of the total airport requests (**Percentage Of Total Requests**)

- The number of all requests for the airport that accessed the submenu AND transferred to the associated phone number. Because some submenu options do not offer the option to transfer, some submenu items will never have any transferred requests. (**Number Of Transfers**)

- The percentage of all requests for the associated airport that accessed the submenu and transferred to the associated phone number. (**Percentage Of Transfers**)

2.5.4   Each airport will have a total line containing:

- The number of requests for all airport submenus. Because one call can access multiple submenus, the total of the requests can be more than the number of calls for the airport.

- The percentage of all requests to the airport that accessed all of the submenus. By definition this will always be 100%.

- The number of requests for the airport that transferred to submenu phone numbers. Because one call cannot be transferred multiple times, the total of the transfers will never be more than the number of calls for the airport.

- The percentage of all requests for the airport submenu that transferred to the associated phone number out of each airport request that transferred to any of the associated phone numbers. By definition this will always be 100%.

2.5.5   The report will contain a grand total line that will contain the following:

- The total of all requests that accessed airport submenus

- The percentage of total requests to all airports with submenus. By definition this will always be 100%.

- The number of requests to all airports with submenus that transferred to submenu phone numbers. Because one call cannot be transferred multiple times, the total of the transfers will never be more than the total number of calls.

2.6   ALL NIGHTER REPORT

2.6.1   The All Nighter Report will be entitled All Nighter Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.6.2   The report will have one line for each 15-minute period of a day. It will have 96 lines to cover a 24-hour day. For reports covering more than one day, each line will represent the sum of the calls during the same 15-minute period for each of the reporting days.

2.6.3   Each line will contain

- The specific 15-minute period (**Time Frame**)

- The **Number Of Requests** which access All Nighter during the 15-minute period

- The **Number Of Transfers** of all requests for the All Nighter agency and transferred to the associated phone number that were made during the 15-minute period

- The **Percentage Of Requests** out of all requests during the 15-minute period

- The **Percentage Of Transfers** out of all transfers during the 15-minute period

2.6.4   The report will have a total line that will contain the following:

- The sum of the requests made during each of the 15-minute periods.

- The sum of the transfers made during each of the 15-minute periods

- The sum of the percentages of requests made during each of the 15-minute periods. By definition, this will always equal 100%

- The sum of the percentages of transfers made during each of the 15-minute periods. By definition, this will always equal 100%

2.7   ALTERNATE TRANSPORTATION REPORT

2.7.1   The Alternate Transportation Report will be entitled Alternate Transportation Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.7.2   The Alternate Transportation Report will contain a section for each main menu item that breaks down into simple submenus. These include **Bicycling**, **Commuter Incentives** and **Ridesharing**.

2.7.3   Each of the sections will contain the following items:

- **Menu Name**

- **SubMenu Name**

- **Number Of Requests**

- **Percentage Of Requests** out of all requests for the menu item.

- Percentage of Requests out of all requests for all of the menus (**Percentage of Total Requests**)

- **Number of Transfers** to the phone number associated with the submenu item.

- **Percentage of Transfers** out of all requests for the submenu item.

2.7.4   Each section will have a total line containing:

- Total Number of Requests for all the menu's submenu items

- Percentage of Requests – Sum of all of the percentages for the section. By definition this will be 100%.

- Number of Transfers – This will be the number of calls that were transferred to the phone numbers associated with the all of the menu's submenu items.

2.7.5   The Alternate Transportation report will have a grand total line that will contain the following:

- The total number of requests for all menus' submenu items.

- Percentage of Total Requests – This will be the number of requests that asked for all menus' submenu items out of all requests for all of the menus' submenu items. By definition, this will equal 100%.

- Number of Transfers – This will be the number of calls that were transferred to the phone numbers associated with all of the menu's submenu items.

2.8   AREA CODE REPORT

2.17.6   The Area Code Report will be entitled Area Code Report on the first line of the report, the report date range and the number of calls for the time period will be reported before the remaining report content.

2.17.7   This report will contain one line for each area code from which calls with ANI were received during the reporting period, plus a line that contains the calls received without an ANI.

2.17.8   Each line shall contain:

- **Category** (Inside Bay Area, Outside Bay Area or Without ANI)

- The **Area Code** (If there was an ANI)

- The **Number Of Calls** originating in the area code (or without ANI)

- The **Percentage Of Calls** that originated from the area code out of all calls

- The **Average Call Length** in minutes rounded to 2 decimal points.

2.17.9   Each category will have a total line containing:

- The number of calls in the category.

- The percentage of all calls that are in the category

- The average call length in minutes that in the category

2.17.10 The report will have a total line containing:

- The total number of calls.

- The percentage of all calls out of all calls. By default this will be 100%

- The average call length in minutes for all calls.

2.18   DRIVING TIMES LOCATION REPORT

2.9.1   The Driving Times Location Report will be entitled Driving Times Location Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.9.2   The Driving Times Location Report will contain two sections:

- **Starting** Points

- **Ending** Points

2.9.3   Each section shall contain requested driving times locations. Each line shall contain:

- The **Point Name**

- The **Number Of Requests** for the point

- The percentage of each of these points to the total of all driving time requests. (**Percentage of Total Requests**)

2.9.4   Each section will have a total line containing:

- The number of driving time requests for all points.

- The percentage of all driving time requests for all points. By definition this will be 100%.

2.10 DRIVING TIMES REFINE POINTS REPORT

2.10.1 The Driving Times Refine Points Report will be entitled Driving Times Refine Points Report on the first line of the report. The report date range and the total calls for the time period will be reported before the remaining report content.

2.10.2 The Driving Times Refine Points Report will contain two sections:

- **Refine Starting** Points
- **Refine Ending** Points

2.10.3 Each section shall contain requested driving times refine locations grouped by the Mega point name. Each line shall contain

- **Mega Point Name**
- The Refine **Point Name**
- **Number Of Requests** for the refine point
- The percentages of each of these refine points to the total of all driving time requests (**Percentage Of Total Requests**)
- Shortcut count for the fine points

2.10.4 Each Mega Point Name will have a total line containing

- The number of refine point requests associated with the mega point name
- The percentage of all refine points requests associated with the mega point name out of all driving time point(s)
- **Number Of Shortcuts** for the mega point name. (The number of times callers said the refine point directly)

2.10.5 Each section will have a total line containing:

- The number of refine point requests for the refine type
- The percentage of all driving time requests for the refine type
- Shortcut count for the refine type

2.11 DRIVING TIMES TOP 10 TRIPS REPORT

2.11.1 The Driving Times Top 10 Trips Report will be entitled Driving Times Top 10 Trips Report on the first line of the report. The report date range and the calls for the time period will be reported before the remaining report content.

2.11.2 The Driving Times Top 10 Trips will contain:

- Pair of points in the top 10 list (**Trip**)
- **Number Of Requests** for the trip
- The **Number Of Weeks** in the past year that this pair was **In** the **Top 10**
- The percentage of all driving time requests for pairs in the top 10 list, for the listed point(s) (**Percentage Of Requests**)
- The percentage of each of these points to the total of all driving time requests (**Percentage Of Total Requests**)

2.11.3 The report will have a total line containing:

- The number of driving time requests for the top 10 point(s)
- The percentage of all driving time requests for pairs in the top 10 list, for the points in the top 10. By definition this will be 100%.
- The percentage of each these points to the total of all driving time requests.

2.12   GENERAL REPORT

The General Report will be entitled General Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.12.1   The General Report will contain 12 lines:

- The number of callers who pressed 77 to leave C**omments**
- The number of calls from callers that were recognized with only voice responses. **(Voice Only)**
- The number of calls from callers that were recognized with only touchtone responses. **(Touchtone Only)**
- The number of calls from callers that were recognized with both touchtone and voice responses. **(Touchtone and Voice)**
- The number of calls from callers who did not say or touchtone anything that was recognized by 511 (**No Selection Calls)** (as opposed to the next 4 items)
- The number of callers that went to the traffic menu and did not make a selection. **(No Selection Calls for Traffic)**
- The number of callers that went to the transit menu and did not make a selection. **(No Selection Calls for Transit)**
- The number of callers that went to the bikes menu and did not make a selection. **(No Selection Calls for Bikes)**
- The number of callers that went to the Rides menu and did not make a selection. **(No Selection Calls for Rides)**
- The most simultaneous calls including the date and time they occurred. (**Maximum Simultaneous Calls @** *mmm-dd-yyyy hh:mm:ss***)**
- **NVP Lite Calls**
- **Total Calls**.

2.12.2   Each line will contain the **Number of Calls** and the **Percentage Of Calls** out of all calls

2.13   MENU REPORT

2.13.1   The Menu Report will be entitled Menu Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content. "No Selections" are not included in this report as they are included in the General Report.

2.13.2   Each of the sections will contain the following item

- **Menu Name**
- **Number of Requests**

- The number of requests for the menu out of all requests for all menu items **(Percentage of Requests)**

2.13.3 The report will have a total line containing:

- Total Number of Requests for all the menu items

- The percentage of requests that asked for all of the menu items out of all requests for all the menu items. By definition this will be 100%.

2.14   NEXTBUS ROUTE REQUEST REPORT

2.14.1 The NextBus Route Request Report will be entitled NextBus Route Request Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.14.2 The NextBus Route Request Report will contain requested routes during the date range. Each line will contain:

- The name of the agency and route (**Agency-Route**)

- The **Number Of Requests** for the listed route

- The **Percentage Of Requests** for the listed route out of all Next Bus requests

2.14.3 The report will have a total line containing :

- The number of NextBus requests

- The sum of the percentages for all NextBus requests.   By definition this will be 100%.

2.15   NVP LITE AGENCY REPORT

2.15.1 The NVP Lite Agency Report will be entitled NVP Lite Agency Report on the first line of the report. The report date range and the number of NVP Lite calls for the time period will be reported before the remaining report content.

2.15.2 The report will contain one line for each agency that can be selected via NVP Lite, plus the number of calls that did not select an agency. Each line will contain the following:

- **Agency Name**

- **Number Of Calls** for the agency

- Percentage of all selections for the agency out of all NVP Lite calls (**Percentage Of Calls**)

2.15.3 The report will contain a total line with the following:

- Total NVP Lite calls

- Sum of percentages for all Agencies, plus the no selection calls. By definition this will be 100%.

2.16   PARKING REPORT

2.16.1 The Parking Report will be entitled Parking Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.16.2 Each of the selections will contain the following items:

- **Menu Name**

2.17 SHORTCUT REPORT

2.16.1 The Shortcut Report will be entitled Shortcut Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.16.2 The Shortcut Report will contain two sections: **Agency** Shortcuts; and **Menu** Shortcuts for each main menu item that can be accessed via a shortcut.

2.16.3 The Agency Shortcuts will include one line for each agency accessible via a shortcut. The initial release will include the seven major agencies.

2.16.4 The Menu shortcuts will include a line for each menu item accessible as a shortcut. These will include:

- **Airports**

- **Driving Times**

- **Paratransit Agencies**

- **Traffic Conditions**

- **Transit Agencies**

- **Parking**

2.16.5 Each of the sections will contain the following items

- Agency Name or Menu Shortcut name (**Item Name**)

- **Number of Requests**

- The **Percentage Of Requests** out of all requests for all of the shortcuts in the section

- The percentage of shortcut requests for a specific item compared to all requests for that item (**Percentage Of Total Requests**)

2.16.6 Each section will have a total line containing:

- Total Number of Requests for either the agency shortcuts or menu shortcuts.

- Percentage of Requests – This will be the number of requests that asked for all of the shortcuts out of all requests for all the shortcuts. By definition this will be 100%

2.18 TIME FRAME REPORT

2.17.1 The Time Frame Report will be entitled Time Frame Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.17.2   The report will have one line for each 15-minute period of a day. It will have 96 lines to cover a 24-hour day. For reports covering more than one day, each line will represent the sum of the calls during the same 15-minute period for each of the reporting days.

2.17.3   Each line will contain

- The specific 15-minute period (**Time Frame**)

- The **Number Of Calls** during the 15-minute period

- The **Percentage Of Calls** that were made during the 15-minute period out of all calls

- The **Average Call Length** in minutes during the 15-minute period

- The **Maximum Simultaneous Calls** during the 15-minute period

- The **Minimum Simultaneous Calls** during the 15-minute period

- The number of **NVP Lite Calls** during the period

- The report will have a total line that will contain the following:

- The sum of the calls made during each of the 15-minute periods. By definition, this will always equal the number of calls listed at the top of the reports

- The sum of the percentages of calls made during each of the 15-minute periods. By definition, this will always equal 100%

- The average call length in minutes during the report date range

- The total NVP Lite calls during the time period

- The maximum and minimum simultaneous calls for the time period

2.18   TRAFFIC CONDITIONS LOCATION REPORT

2.18.1   The Traffic Conditions Location Report will be entitled Traffic Conditions Location Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content.

2.18.2   The Traffic Conditions Report will contain six sections: One for each of the point of interest types (**Bridges, Cities, Fine Points, Highways**, and **Hotspots**), plus a section for **"What are my choices."**

2.18.3   Each section shall contain one line for each point of interest in the section. Each line will contain:

- **Location Type**

- **Location Name**

- The **Number Of Requests** for the point of interest.

- The percentage of all traffic condition requests for the listed point of interest out all points of interest with the same location type (**Percentage Of Requests**).

- The percentage of all traffic condition requests for the listed point of interest out all points of interest. (**Percentage Of Total Requests**)

2.18.4   Each section will have a total line containing:

- The number of traffic conditions requests for location type.

- The sum of all percentages in the section. By definition this will be 100%.

- The percentage of all traffic conditions requests, for those with the listed location type.

2.18.5 The report will have a grand total line that will contain the following:

- The number of traffic conditions requests for all location types.

- The percentage of all traffic conditions requests for all location types. By definition this will be 100%.

2.19 WEB REPORTS

2.19.1 The definition of reports for the traffic site is still pending, and likely will not be available on the dashboard. All web reports except for the traffic site are outside the scope of this document. The traffic site web report will either be available on the SQLWebReports site, or via WebTrends

2.20 WEEKLY SUMMARY REPORT

2.20.1 The Weekly Summary Report will be entitled Weekly Summary Report on the first line of the report. The report date range and the number of calls for the time period will be reported before the remaining report content. "No Selections" are not included in this report as they are included in the General Report.

2.20.2 Each line in the report will contain the following items:

- **Report Order**

- **Menu Name**

- **Number Of Requests**

- **Percentage Of Requests** – the number of requests for the menu out of all requests for all menu items.

2.20.3 The weekly menu report will only contain the following items:

- **Traffic Conditions (includes shortcuts, no selection)**

- **Driving Times (includes shortcuts, no selection)**

- **FasTrak**

- **Transit Agencies (includes shortcuts, no selection)**

- **Paratransit Agencies (includes shortcuts/no selection)**

- **Commuter Incentives**

- **Airports (includes traffic, transit, no selection)**

- **Rideshare**

- **Bicycling**

- **Airports (Includes traffic, transit, no selection)**

2.20.4 The report will have a total line containing:

- Total Number of Requests for all the menu items

- Percentage of Requests – This will be the percentage of requests that asked for all of the menu items out of all requests for all the menu items. Because the weekly menu report will only report 9 menu items, the total percentage will less than 100%.

3 MONTHLY REPORTS

3.1 GENERAL MONTHLY REPORT

3.1.1 The General Monthly Report will be entitled General Monthly Report on the first line of the report. The reporting year and month will also be on the first line.

3.1.2 The monthly report will be produced each month. It will contain the following items:

- **Total Weekday Calls**

- **Total Weekend Calls**

- **Total No Selection Calls**

- **Peak Date**

- **Peak Hour**

- **Maximum Simultaneous Calls**

- **Total calls**

Note that the Peak Date and Peak Hour may not be on the same day. For example, the Peak Date for the month may be the 3rd. For the same month the Peak Hour could be 5PM on the 4th.

3.1.3 Each item will contain the following:

- **Call Volume** – the total number of calls for the month related to the corresponding item

- **Average Call Volume** - the daily average number of calls for the month related to the corresponding items except the Peak Day and Hour

- **Total Minutes of Usage** - the total minutes of usage for the month related to the corresponding items.

- **Average call length (min)** - the daily average call length in minutes for the month, related to the corresponding items.

3.2 MONTHLY ANI REPORT

3.2.1 The Monthly ANI Report will be entitled Monthly ANI Report on the first line of the report. The reporting month and year will also be on the first line.

3.2.2 The report will contain four items:

- The number of calls for the month that have an ANI on them **(Number of Calls with ANI).**

- The number of distinct ANIs on calls for the month **(Number of Callers with ANI).**

- The number of distinct ANIs that made calls during the month, and had not made calls into 511 during the previous six months **(Number of New Callers with ANI**). Although the definition for a new caller is an ANI that has not made a call in the past six months, the ANI database will keep a full year of callers, so the definition of a new caller could be expanded to callers who had not called for a year

- The percentage of new distinct ANIs callers out of all distinct ANIs for the month **(Percentage of New Callers with ANI).**

3.3 MONTHLY MENU REPORT

3.3.1   The Monthly Menu Report will be entitled Monthly Menu Report on the first line of the report. The reporting month and year will also be on the first line.

3.3.2   The report will contain one line for each main menu item that can be selected. Each line will contain the following:

- **Menu Name**

- **Number Of Requests** for the menu item

- **Percentage Of Requests** for the menu item

- The description of all items that include shortcuts and no selections is appended with the phrase (includes shortcuts/no selection)

3.3.3   The report will contain a total line with the following:

- Total requests

- Sum of percentages for all menu items. By definition this will be 100%.

3.4 MONTHLY USAGE REPORT

3.4.1   The Monthly Usage Report will be entitled New 511 Usage Report on the first line of the report. The reporting month and year will also be on the first line.

3.4.2   The New 511 Usage Report will contain two sections. Traffic Usage and Transit Usage. Traffic Usage includes Traffic Conditions Plus, Driving Times Plus, Ridesharing Plus and Airports. Transit Usage includes Transit Agencies Plus, Paratransit Agencies Plus, Commuter Incentives Plus, Bicycling Plus and Spare The Air.

3.4.3   The report will contain one line for each menu item under the two sections. Each line will contain the following:

- **Menu Name**

- **Total Requests** for the menu item

- **Total Usage** for the menu item which is defined as all unique calls for the menu item

- **Usage from TIC** indicates the total usage(calls) from TIC for the menu item

- **Net Uses** indicate the total usages excluding the usage from TIC

3.4.4   Each section shall contain a total line with the following

- The total of all requests that accessed menus in the section

- The total of all usages to all menus in the section.

- The total of all usage to all menus in the section from TIC.

- The total of net usage to all menus in the section

3.4.5   The report will contain a grand total line that will contain the following:

- Sum of requests for all menu items

- Sum of usages for all menu items.

- Sum of usages from TIC

- Sum of net usages.

3.5 MONTHLY ANI REPORT SINCE 01/01/2003

The layout and definition of each report items are same as Monthly ANI Report except the collecting data is accumulated since 01/01/2003.

GLOSSARY OF KEY TERMS